

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT																								
NATURE OF CONVEYANCE:	SECURITY INTEREST																								
CONVEYING PARTY DATA																									
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="text-align: center;">Name</th> <th style="text-align: center;">Formerly</th> <th style="text-align: center;">Execution Date</th> <th style="text-align: center;">Entity Type</th> </tr> <tr> <td>On Campus Marketing, LLC</td> <td></td> <td>11/09/2010</td> <td>LIMITED LIABILITY COMPANY: DELAWARE</td> </tr> </table>	Name	Formerly	Execution Date	Entity Type	On Campus Marketing, LLC		11/09/2010	LIMITED LIABILITY COMPANY: DELAWARE																	
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RECEIVING PARTY DATA																									
Name:	Bank of America, N.A., as Administrative Agent																								
Street Address:	One Bryant Park																								
Internal Address:	NY1-100-32-05																								
City:	New York																								
State/Country:	NEW YORK																								
Postal Code:	10036																								
Entity Type:	Federally Chartered Bank: UNITED STATES																								
PROPERTY NUMBERS Total: 7																									
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Registration Number:	3133850	UNIVERSITAS VETIS OFFICE OF THE DIRECTOR																							
CORRESPONDENCE DATA																									
Fax Number:	(617)574-7659																								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																									
Phone:	617-574-4153																								
Email:	lbillone@goulstonstorrs.com																								
Correspondent Name:	Lisa Billone																								

OP \$190.00 3213393

900176565

TRADEMARK
REEL: 004422 FRAME: 0807

Address Line 1: 400 Atlantic Avenue
Address Line 4: Boston, MASSACHUSETTS 02110

NAME OF SUBMITTER: Lisa Billone

Signature: /Lisa Billone/

Date: 11/30/2010

Total Attachments: 7

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TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT, dated as of November 9, 2010 (this "Agreement"), is made by ON CAMPUS MARKETING, LLC (the "Grantor"), in favor of Bank of America, N.A., as administrative agent (in such capacity, "Agent") for the Secured Parties under (and as defined in) that certain Credit Agreement, dated as of the date hereof (as amended, modified, supplemented or restated and in effect from time to time, the "Credit Agreement"), by and among Lexington Merger Sub Inc., a Delaware corporation ("Initial Borrower"), Alloy Media Holdings, L.L.C., a Delaware limited liability company ("Holdings"), and each other signatory hereto, the lending institutions which are or may become parties thereto (hereinafter, collectively, the "Lenders") and Agent.

WHEREAS, Agent and Lenders have agreed to provide to Initial Borrower a term loan and a revolving credit facility (with a letter of credit sublimit and swing line sublimit) pursuant to the Credit Agreement; and

WHEREAS, it is a condition precedent to Agent's and Lenders' willingness to enter into the Loan Documents (as defined in the Credit Agreement) and to make any loans or otherwise extend credit to Borrower thereunder that the Grantor, and the Grantor wishes to, execute and deliver to Agent, for the benefit of the Secured Parties, this Agreement in order to, among other things, expressly and unconditionally grant to Agent, for the benefit of the Secured Parties, a continuing first priority security interest in, and Lien (as defined in the Credit Agreement) on, and pledge and assign to Agent, for the benefit of the Secured Parties, all of the Collateral (as defined herein) to secure the performance and payment in full of the Secured Obligations (as defined herein), as provided herein;

WHEREAS, the Grantor is party to the Security Agreement, dated as of November 9, 2010, in favor of Agent, for the benefit of the Secured Parties, pursuant to which the Grantor is required to execute and deliver this Agreement;

NOW, THEREFORE, in consideration of the promises contained herein and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, in order to induce Agent and Lenders to enter into the Credit Agreement and the other Loan Documents as aforesaid and to make any loans or otherwise extend credit to Borrower thereunder, and to secure the Secured Obligations, the Grantor agrees with Agent, for the benefit of the Secured Parties, as follows:

1. Defined Terms. Capitalized terms used herein without definition are used as defined in the Security Agreement.
2. Grant of Security Interest in Trademark Collateral. The Grantor hereby unconditionally and expressly grants to Agent, for the benefit of the Secured Parties, a continuing, first priority security interest in, and Lien on, and pledges and assigns to Agent, for the benefit of the Secured Parties, all of the following Collateral (collectively, the "Trademark Collateral"), as collateral security for the prompt and complete payment and performance when due (whether at the stated maturity, by acceleration or otherwise) of the Secured Obligations:

(a) all Trademarks, including any of the foregoing set forth on Schedule IA hereto;

(b) all Trademark Licenses including any of the foregoing set forth on Schedule IB hereto; and

(c) all income, royalties, proceeds and liabilities at any time due or payable or asserted under or with respect to any of the foregoing or otherwise with respect to such intellectual property, and all rights to sue at law or in equity for any infringement or other impairment thereof, including the right to receive all proceeds and damages therefrom.

3. Security Agreement. The security interest granted pursuant to this Agreement is granted in conjunction with the security interest granted to Agent and other Secured Parties pursuant to the Security Agreement and the Grantor hereby acknowledges and agrees that the rights and remedies of Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event of conflict between the terms of this Agreement and the terms of the Security Agreement, the Security Agreement shall control.

4. Counterparts. This Agreement may be executed in any number of counterparts and by different parties in separate counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement. Signature pages may be detached from multiple separate counterparts and attached to a single counterpart.

5. Governing Law. This Agreement and the rights and obligations of the parties hereto shall be governed by, and construed and interpreted in accordance with, the law of the State of New York.

[Remainder of Page Intentionally Left Blank]

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be
duly executed as of the date first above written.

Very truly yours,

ON CAMPUS MARKETING, LLC,
as Grantor

By: 

Name: Gina DiGioia Sheldon

Title: Secretary

[Signature Page to Trademark Security Agreement]

ACCEPTED AND AGREED
as of the date first above written:

BANK OF AMERICA, N.A.,
as Administrative Agent

By: 

Name:

Title:

CHRISTINE THIENGO
Vice President

[Signature Page to Trademark Security Agreement]

SCHEDULE IA
TO
TRADEMARK SECURITY AGREEMENT

TRADEMARKS

[Include Owner, Registration/Application Number and Date]

Registered Trademarks, Service Marks and Trademark Applications

Loan Party	Trademark	Registration or Serial No.
ON CAMPUS MARKETING, LLC	CAMPUSBEDDING.COM	Reg. No. 3213393
ON CAMPUS MARKETING, LLC	CAMPUS LINENS	Reg. No. 3072302
ON CAMPUS MARKETING, LLC	[DESIGN MARK] consisting of fanciful design of a wreath, shield, and crown	Reg. No. 3139891
ON CAMPUS MARKETING, LLC	DIPLOMADISPLAY	Reg. No. 2096782
ON CAMPUS MARKETING	OCM (Service Mark)	Reg. No. 2297875
ON CAMPUS MARKETING, LLC	RESIDENCE HALL LINENS	Reg. No. 2070926
ON CAMPUS MARKETING, LLC	UNIVERSITAS VETIS OFFICE OF THE DIRECTOR (design)	Reg. No. 3133850

SCHEDULE IB

TO

TRADEMARK SECURITY AGREEMENT

EXCLUSIVE TRADEMARK LICENSES

[Include complete legal description of agreement (name of agreement, parties and date)]